**EXCELLENCE IN TRAINING & DEVELOPMENT**

The winner of this Award will be, in the view of the judges, the BASA member who demonstrates excellence in either training and development of staff or training and development of customers in respect of use of their products. BASA want to reward and celebrate organisations who see the value and wider organisational benefits of investing in learning and development. Companies who operate both a staff training and development programme and a customer training programme may submit two separate entries for this award.

**ENTRY TO THE AWARD**

This award assesses how a skills/knowledge gap has been addressed, how a training programme has had a positive impact on business performance and the development or recruitment and retention of staff or the upskilling of their customer and product user base. You should be able to demonstrate how any investment in training programmes has added to learning and development of new skills, and what the impact on your employees or customers and business is.

In addition to the word submission, we encourage you to include any supporting material, pictures, and testimonials that you believe will help the judges.

You should also include an 800-character summary and high-quality company logo (for publicity material).

**JUDGING**

Judges will be looking for evidence of:

* An overview of the training and development initiative or program and why it deserves recognition (programs can be in-house or developed by a specialist training provider on your behalf). (10%)
* Data to show commitment to cultivating skills and developing staff or customers skills and product knowledge. (15%)
* Data to show your investment in training programmes to facilitate learning and development of new skills. (20%)
* The return on investment? How your training programme has had a positive impact on business performance, and the development or recruitment and retention of staff or for customer training, have you gained or retained new customers as a result, or had it reduced issues with the incorrect use of your products because of the provision of training. (15%)
* A description of the approach adopted and tangible examples of how they are effectively tackling a skills gap. (20%)
* Specific examples of positive outcomes in terms of key metrics, milestones, or performance outcomes achieved so far. (10%)
* Summarise why this is a forward-thinking or a unique program. (10%)

You have a maximum of 1200 characters permitted for each heading.

**Question 1 - Training and development**

Provide an overview of your training and development initiative or program and why it deserves recognition (programs can be in-house or developed by a specialist training provider on your behalf)

Max 1200 Characters

Supporting documentation

Upload any supporting  materials that will help the judges in their assessment of your application.

Maximum of 2 additional pages.

Only material pertinent to the question should be e.g. do not attach a entire brochure, extract the relevant sentences/paragraphs/pages first.

20MB max

**Question 2**

Cultivating skills and developing staff or training and upskilling customers

Provide data to show your commitment to cultivating skills and developing staff or customers skills and product knowledge.

Max 1200 Characters

Supporting documentation

Upload any supporting  materials that will help the judges in their assessment of your application.

Maximum of 2 additional pages.

Only material pertinent to the question should be e.g. do not attach a entire brochure, extract the relevant sentences/paragraphs/pages first.

20MB max

**Question 3 - Investment**

Provide data that shows your investment in training programmes to facilitate learning and development of new skills   
Max 1200 Characters

Supporting documentation

Upload any supporting  materials that will help the judges in their assessment of your application.

Maximum of 2 additional pages.

Only material pertinent to the question should be e.g. do not attach a entire brochure, extract the relevant sentences/paragraphs/pages first.

20MB max

**Question 4 - Return on Investment**

What is your return on investment? Show how your training programme has had a positive impact on business performance, and the development or recruitment and retention of staff or for customer training, have you gained or retained new customers as a result, or had it reduced issues with the incorrect use of your products because of the provision of training  
Max 1200 Characters

Supporting documentation

Upload any supporting  materials that will help the judges in their assessment of your application.

Maximum of 2 additional pages.

Only material pertinent to the question should be e.g. do not attach a entire brochure, extract the relevant sentences/paragraphs/pages first.

20MB max

**Question 5 - Skills gap**

Provide a description of the approach adopted and cite tangible examples of how you are effectively tackling the skills gap

Max 1200 Characters

Supporting documentation

Upload any supporting  materials that will help the judges in their assessment of your application.

Maximum of 2 additional pages.

Only material pertinent to the question should be e.g. do not attach a entire brochure, extract the relevant sentences/paragraphs/pages first.

20MB max

**Question 6 - Metrics and Milestones**

Give specific examples of positive outcomes in terms of key metrics, milestones, or performance outcomes achieved so far.

Max 1200 Characters

Supporting documentation

Upload any supporting  materials that will help the judges in their assessment of your application.

Maximum of 2 additional pages.

Only material pertinent to the question should be e.g. do not attach a entire brochure, extract the relevant sentences/paragraphs/pages first.

20MB max

**Question 7 - Projects**

Provide details of a forward-thinking or a unique program.

Max 1200 Characters

Supporting documentation

Upload any supporting  materials that will help the judges in their assessment of your application.

Maximum of 2 additional pages.

Only material pertinent to the question should be e.g. do not attach entire brochure, extract the relevant sentences/paragraphs/pages first.

20MB max

**Summary**

Application Summary

Please include a summary of your application, max 800 characters (for publicity material)

Company Logo

Please attach a high-quality company logo (for publicity material).

20MB max